

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.-29. (Canceled).

30. (Currently Amended) A system for pricing a product, comprising:
a handheld computer mobile computing device including a wireless transceiver
configured to provide wireless communication;
a location circuit configured to provide location data based on the location of the
handheld computer mobile computing device; and
a data processor configured to receive the location data and to set a price for the
product based on the location data.

31. (Previously Presented) A system for pricing a product as in claim 30, wherein the
data processor is remote from the mobile computing device.

32. (Currently Amended) A system for pricing a product as in claim 31, wherein
the data processor is configured to receive the location data from the location circuit wirelessly
through a cellular network~~further comprises a memory configured to store the location data~~
~~received from the location circuit~~.

33. (Previously Presented) A system for pricing a product as in claim 30, wherein the
data processor is further configured to price the product based on a date or a time of day.

34. (Previously Presented) A system for pricing a product as in claim 30, wherein the
data processor is further configured to price the product based on an environmental condition,
including a weather condition.

35. (Previously Presented) A system for pricing a product as in claim 30, wherein the product comprises an insurance policy or a warranty.

36. (Currently Amended) A system for pricing a product as in claim 30, wherein the data processor is configured to dynamically adjust the price for the product based on the location of the handheld computermobile computing device.

37. (Currently Amended) A system for pricing a product as in claim 30, wherein the location data further comprises a distance between the location of the handheld computermobile computing device and a provider of the product.

38. (Currently Amended) A system for pricing a product as in claim 37, wherein the handheld computer mobile computing device is further configured to receive a lower price for the product based on the data received from the location circuit.

39. (Currently Amended) A method for pricing a product, the pricing being determined based on a location of a handheld computermobile computing device, comprising:

determining the location of the handheld computermobile computing device, the handheld computermobile computing device including a wireless transceiver configured for providing wireless communication; and

pricing the product based on the location of the handheld computermobile computing device.

40. (Currently Amended) A method for pricing a product as in claim 39, further comprising transmitting to or receiving at a data processor the location of the handheld computermobile computing device via the wireless transceiver and a cellular network to a data processor, the data processor being configured to price the product based on the location of the handheld computermobile computing device.

41. (Previously Presented) A method for pricing a product as in claim 39, further including pricing the product based on a date or a time of day.

42. (Previously Presented) A method for pricing a product as in claim 39, further including pricing the product based on an environmental condition, including a weather condition.

43. (Previously Presented) A method for pricing a product as in claim 39, wherein the product is an insurance policy or a warranty.

44. (Currently Amended) A method for pricing a product as in claim 39, further comprising dynamically adjusting the price of the product based on a change in a parameter selectable from the following: a date, a time of day, an environmental condition including a weather condition, or a location of the handheld computermobile computing device.

45. (Currently Amended) A method for pricing a product as in claim 39, wherein the step of pricing the product is performed by the handheld computermobile computing device.

46. (Previously Presented) A method for pricing a product as in claim 39, wherein the step of pricing the product is performed by a remote server.

47. (Currently Amended) A method for pricing a product as in claim 39, further comprising receiving a lower price for the product based on the location of the handheld computermobile computing device.

48. (Currently Amended) A system for pricing a product, comprising:
a transceiver configured to wirelessly receive location data based on a location of a handheld computermobile computing device; and
a data processor configured to determine a price for the product based on the location data received by the transceiver.

49. (Currently Amended) A system for pricing a product as in claim 48, wherein the transceiver is configured to communicate over a cellular network~~output the price for the product to a display~~.

50. (Previously Presented) A system for pricing a product as in claim 48, wherein the data processor further comprises a data storage device configured to store the location data received from the transceiver.

51. (Previously Presented) A system for pricing a product as in claim 48 wherein the data processor is further configured to price the product based on a date or a time of day.

52. (Currently Amended) A system for pricing a product as in claim 48, wherein the data processor is configured to dynamically adjust the price for the product based on the location of the handheld computer~~mobile computing device~~.

53. (Currently Amended) A system for pricing a product as in claim 48, wherein the handheld computer~~mobile computing device~~ is further configured to receive a lower price for the product based on the location data received by the transceiver.

54. (New) The system of Claim 30, wherein the handheld computer comprises a cellular telephone.

55. (New) The system of Claim 30, wherein the location circuit is coupled to the handheld computer.

56. (New) The system of Claim 48, wherein the data processor is part of a server remote from the handheld computer.

57. (New) The system of Claim 56, wherein the server is remote from the handheld computer across a cellular network.